

IMC 508: Advanced Media Strategy and Analysis

SCHOOL OF JOURNALISM & NEW MEDIA

This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including: client demand for integrated marketing communications and greater accountability, audience fragmentation, media proliferation, and new technologies.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 508

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

